

U.S. Appl. No. 09/878,581  
Reply to Final Office Action dated June 29, 2006

## Expedited Examination Response Under 37 C.F.R. §1.116

PATENT

450100-03278

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Susumu Nakagawa  
 Serial No. : 09/878,581  
 Filed : June 11, 2001  
 For : IMAGE CONTENT AND ADVERTISEMENT DATA  
 PROVIDING METHOD, SYSTEM, AND APPARATUS (AS  
 AMENDED)  
 Examiner : O'Steen, David R.  
 Art Unit : 2623  
 Confirmation No. : 2762

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745 Fifth Avenue  
 New York, NY 10151  
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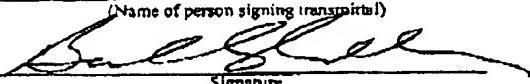
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WRC  
9-19-06  
OB  
10-8-06

CERTIFICATE OF FACSIMILE

I hereby certify that this correspondence is being transmitted via  
 facsimile to (571) 273-6300 on August 17, 2006.

Banner Shindlman

(Name of person signing transmission)

  
Signature

August 17, 2006

Date of Signature

AMENDMENT UNDER 37 C.F.R. § 1.116

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on June 29, 2006, having a three-month statutory period for response set to expire on September 29, 2006, please amend the above-identified application as follows.